



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**  
**BEFORE THE BOARD OF PATENT APPEALS AND INTERFERENCES**

Appln No.: 09/698,310

Applicants: William L. Reber

Filed: October 27, 2000

For: Method and System for  
Facilitating Tasks Using  
Images and Selections from  
Object Class and Task Menus

TC/A.U.: 3627

Examiner: James A. Kramer

Docket No.: 83528

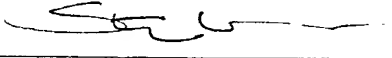
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8/14/2006  
Date

  
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**APPELLANT'S APPEAL BRIEF UNDER 37 C.F.R. 41.37**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Sir:

Pursuant to 37 C.F.R. §41.37, the applicants hereby respectfully submit the following Brief in support of their appeal.

**(1) Real Party in Interest**

The real party in interest is William Reber, L.L.C., an Illinois corporation having a primary place of business in Rolling Meadows, Illinois.

**(2) Related Appeals and Interferences**

The applicant previously filed an Appeal Brief dated August 9, 2005 and another one dated April 2, 2006. The Examiner responded to the most recent Brief with a non-final office action mailed May 12, 2006 and not an official Examiner's Answer to the previously submitted Brief. The claims at issue have been rejected at least twice and hence remain appealable under 37 C.F.R. 41.31(a)(1). There are no other related appeals or interferences known to appellant, the appellant's legal representative, or assignee that will directly affect, or be directly affected by or have a bearing on the Board's decision in the pending appeal.

**(3) Status of Claims**

Claims 1 - 32 are pending and presently stand at least twice rejected and constitute the subject matter of this appeal.

**(4) Status of Amendments**

No post-final amendment has been submitted.

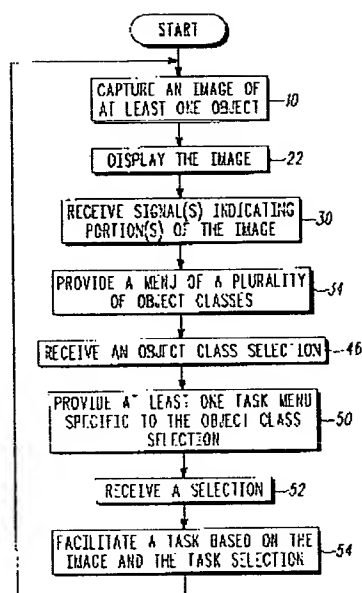
**(5) Summary of Claimed Subject Matter**

The present invention is generally directed to a method that comprises capturing an image of an object, providing a menu of a plurality of object classes, receiving an object class selection from the menu, providing a task menu that is specific to the object class selection, receiving a task selection from the task menu, and facilitating a task that is associated with the object based on the captured image and the task selection. By one approach this can be effected through provision of a computer-readable medium that comprises computer-readable content to direct a computer system having a digital camera to perform the above-indicated acts. By one approach this can also comprise provision of an apparatus having a digital camera to capture an image of the object and a user interface having a display device and a user input interface, such that the user interface provides the object class menu and receives the object class selection therefrom, and where the user interface also provides the task menu that is specific to the selected object class and receives the task selection from that task menu. This apparatus can also have a transceiver to communicate via a computer network and a process that cooperates with the digital camera, the user interface, and the transceiver to assist in facilitating a task via the computer network based on the image and the task selection (where the task is associated with that object). Support in the specification and drawings for these concepts is noted in the more detailed summary that follows.

As noted, the present invention is directed generally to the optical use of an object to facilitate a task.<sup>a</sup> The following description is made with reference to FIG. 1 of the applicant's specification (reproduced below for the convenience of the reader).

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<sup>a</sup> Application page 4, line 10 – 14.



**FIG. 1**

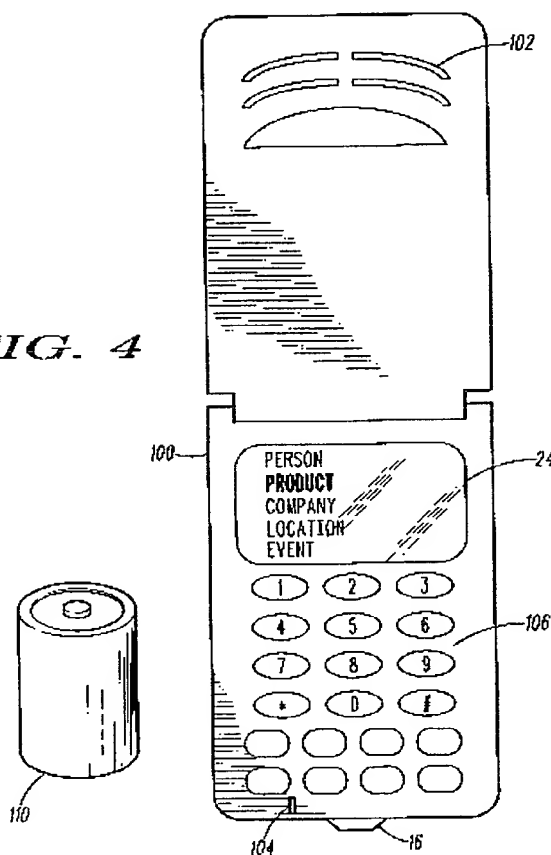
Following capture of an object image (see step 10) and display thereof (see step 22)<sup>b</sup>, the applicant teaches provision of “a menu of a plurality of object classes” (see step 34). Exemplary object classes include a person class, a product class, a company class, a location class, an event class, and so forth.<sup>c</sup> The applicant provides an illustrative example of such a menu in FIG. 4 (again reproduced below for the convenience of the reader).<sup>d</sup>

<sup>b</sup> Application page 4, line 24 – page 6, line 20.

<sup>c</sup> Application page 7, line 18 – 23.

<sup>d</sup> Application page 18, line 25 – 33.

**FIG. 4**



In the above illustrative example, the menu of a plurality of object classes appears in a display window (24) and comprises the object classes “person,” “product,” “company,” “location,” and “event.” This menu permits a user to select<sup>e</sup> an object class of interest as pertains to the captured image.

For example, the user may have captured an image of a building exterior having a particular automobile parked in front of it where the image also features a passerby. The user may be interested in learning whether he or she can rent that model of automobile from a local rental agency. The object class menu can be employed in such a setting to permit the user to select a “product” class as the automobile comprises an object that is a part of a product class as distinct, for example, from a person class or a building class.

The applicant’s process then provides (at step 50) at least one task menu that is specific to the particular object class that has been selected (with each such task menu preferably having a

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<sup>e</sup> See step 46 and corresponding supporting text.

plurality of tasks that are specific to the class of objects). FIG. 3 (reproduced below) provides some illustrative specifics with respect to such task menus.

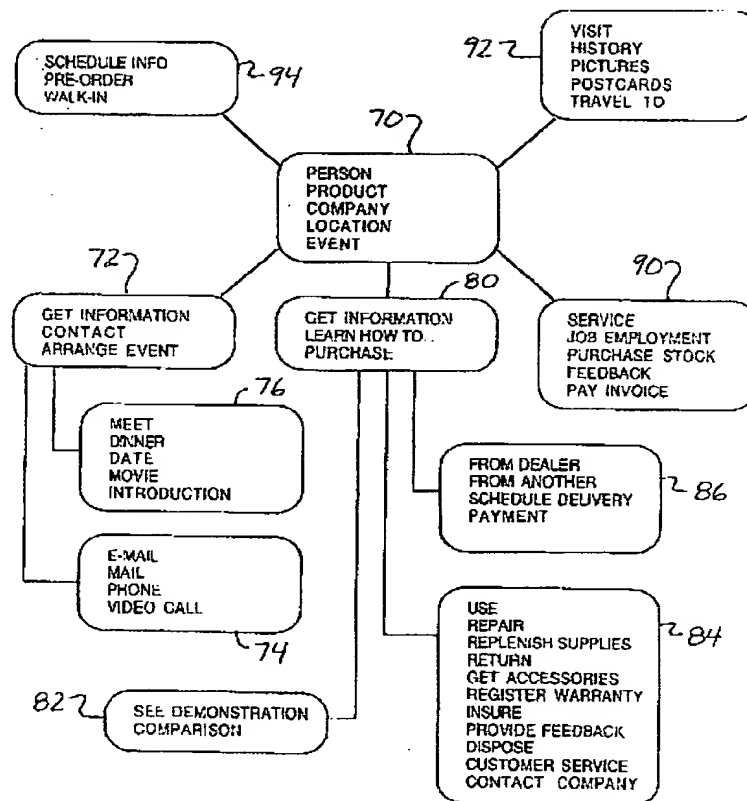


FIG. 3

For example, selection of the product class from the object class menu (70) can lead to presentation of a corresponding product class task menu (80). The latter then presents tasks that specifically correspond to products. Such tasks might include, for example, obtaining information about the product, learning how to perform various tasks that are associated with a given product, purchasing that product, and so forth. Selection of a different object class, however, such as a person class, leads to presentation of a different corresponding task menu (72). The latter task menu (72) then presents tasks specifically relating to this object class such as getting information regarding the person, facilitating contacting the person, or arranging an event to include the person.<sup>f</sup>

<sup>f</sup> Application page 15, line 4 – page 18, line 24.

Referring again to FIG. 1, the user can then select a particular task (step 52) and the described process can take corresponding actions to facilitate the selected task based on the captured image (step 54).<sup>g</sup>

So configured, these teachings permit a user to capture an image of interest (using, for example, a cellular telephone having image-capture capability) and to then facilitate a task with respect to some object that the image includes. If desired, this process can further include permitting the user to select or otherwise indicate a relevant portion of the captured image that includes or comprises the object of interest to perhaps better facilitate these teachings.<sup>h</sup>

**(6) Grounds of Rejection to be Reviewed on Appeal**

Claims 1 – 11 are rejected under 35 U.S.C. 101. Claims 1, 2, 5 – 7, 11 – 13, 16 – 18, 22, 23, 26 – 28, and 32 are rejected under 35 U.S.C. 103(a) given Bolle et al. (U.S. Patent No. 5,546,475) (“Bolle”) in view of Henry (U.S. Patent No. 6,530,521) (“Henry”). Claims 3, 4, 8 – 10, 14, 15, 19 – 21, 24, 25, and 29 – 31 are rejected under 35 U.S.C. 103(a) given Bolle in view of Henry and further in view of Slater et al. (U.S. Patent No. 6,483,570) (“Slater”).

**(7) Argument**

***Rejections under 35 U.S.C. 101***

**Claims 1 – 11**

The Examiner has rejected the claims as being directed to non-statutory subject matter because the “claimed invention does not provide a practical application. Specifically the claimed invention lacks a tangible result. The test for tangibility lies in whether the claimed invention produces a real-world result. Claim 1 recites the following result, ‘facilitating a task associated with the at least one object based on the image and the task selection.’”<sup>i</sup>

Rather than discussing at any length why the claims in question do indeed include a real-world result, this rejection can be dealt with in a considerably easier manner. The Examiner has put the cart well before the horse. The Patent Office’s own Interim Guidelines for Subject Matter Eligibility set forth four primary tests for eligible subject matter under 101. These are:

Does the claimed invention fall within one of the four statutory categories?

Does the claimed invention fall within a judicial exception?

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<sup>g</sup> Application page 8, line 20 – page 9, line 29.

<sup>h</sup> See step 30 of FIG. 1 and the corresponding supporting text 6, line 21 – 29.

<sup>i</sup> Office Communication dated May 12, 2006, page 2, penultimate line – page 3, line 2.

Does the claimed invention provide a practical application?

Does the claimed invention wholly preempt all substantial applications of a judicial exception?

Taken in order, as Claim 1 reads, in pertinent part, “A method comprising,” the first test is readily answered in the affirmative; Claim 1 *does* fall within one of the four statutory categories.

The second test inquires as to whether the claimed invention falls within a judicial exception. These judicial exceptions are notably few and precise. They are:

Laws of nature, *per se*;

Natural phenomena, *per se*; and

Abstract ideas, *per se*.

Claim 1 reads, in its totality, as follows:

A method comprising:

capturing an image of at least one object;

providing a menu of a plurality of object classes;

receiving an object class selection from the menu;

providing at least one task menu specific to the object class selection;

receiving a task selection from the at least one task menu; and

facilitating a task associated with the at least one object based on the image and the task selection.

Clearly, no laws of nature or natural phenomena, *per se*, are presented in this claim. That leaves *per se* examples of “abstract ideas” to be considered. The aforementioned Interim Guidelines provide helpful examples in this regard. “Abstract ideas” are such things as mathematical algorithms and legal rights. Again, clearly, no “abstract ideas” (*per se* or otherwise) are posed by Claim 1.

Therefore, applying the second test, the claimed invention *does not* fall within a judicial exception. As well stated in the Interim Guidelines, when “a judicial exception is not found in the claim, and the claim does fall within a statutory category, it is considered eligible for patenting.”<sup>j</sup> The inquiry regarding subject matter eligibility, in this case, therefore ends here. Questions

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<sup>j</sup> Provided, of course, that the claim meets the utility conditions of 101, regarding which no challenge has been nor could be presented regarding Claim 1.

regarding practical application, tangible results, and so forth are not even properly considered at this point.<sup>k</sup>

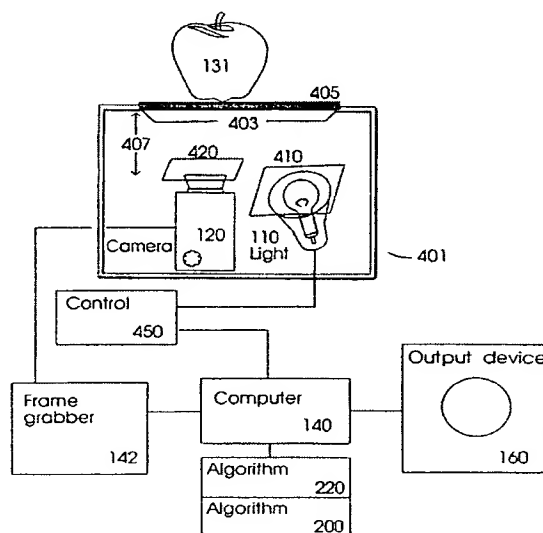
The applicant therefore respectfully observes that the Examiner's arguments are highly misplaced and that these claims are fully compliant with the limited requirements of 35 U.S.C. 101.

***Rejections under 35 U.S.C. 103(a)***

**Claims 1, 2, 5 – 7, 11 – 13, 16 – 18, 22, 23, 26 – 28, and 32**

All of these claims stand rejected given Bolle in view of Henry. Prior to considering the merits of the Examiner's position, the applicant will therefore first briefly describe and characterize these two references.

Bolle describes a produce recognition system. FIG. 4 from Bolle is instructive and appears below for the convenience of the reader.

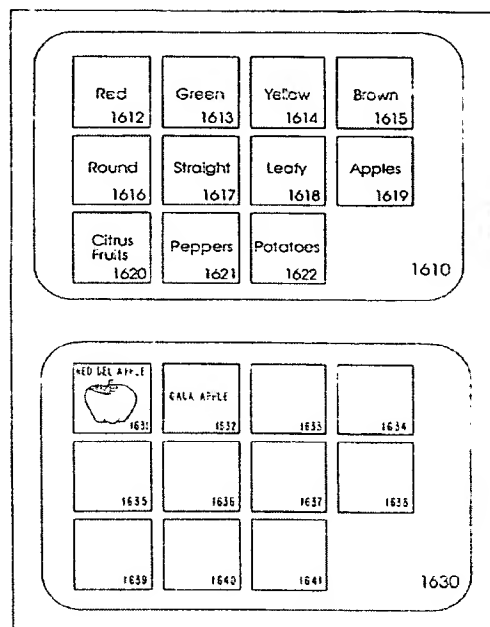


Bolle provides a digital camera that captures multiple images of produce items using differing lighting for each image. Those images are then processed (primarily by use of a histogram approach) to facilitate automated recognition of the produce item. The multiple images taken while using intentionally different lighting aids the recognition process by providing data regarding such things as texture.

<sup>k</sup> And, again, for the record, the applicant submits that these claims are replete with such qualities should that test in fact be applicable.



In his FIG. 16 (reproduced below for the convenience of the reader), Bolle shows a user interface.

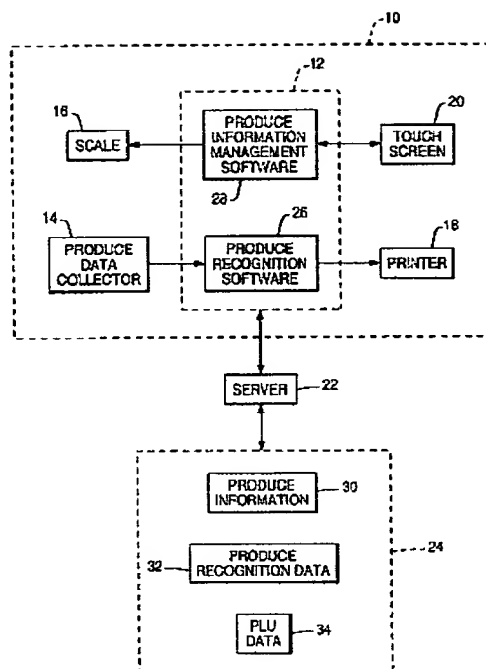


This interface “allows the user to browse for an object identity. A browsing key refers to a key word or key feature by which to narrow down the human guided search for object identity in the database 820. Examples of such keys are, but not limited to: Red 1612, Green 1612 . . . . The key 1600 will respond with either another instance of 1610, in which the choices presented 1612-1622 are more specific, or with screen 1630 where a final decision can be made. If 1619, e.g. apples, is selected, 1600 will present [the] human with screen 1630, offering descriptions (sketches, photographs, words) 1631-1641 of identity of the object(s) 141.”<sup>1</sup>

So configured, Bolle can use a plurality of digital images of a produce item, taken under different lighting conditions, to attempt to recognize the specific produce item (for example, a particular type of apple). Bolle presents no teachings with respect to task menus, task selections, or task facilitation based upon such information.

Henry also discloses an approach to recognizing produce items (such as vegetables) and providing information about those items. Henry’s FIG. 1 appears below for the convenience of the reader.

<sup>1</sup> Bolle at column 19, line 62 – column 20, line 9.



Henry's produce recognition apparatus (10) operates with a produce data collector (14). The latter "collects information about a produce item [such as] color and color distribution data, size data, shape data, surface texture data, and aromatic data."<sup>m</sup> Henry specifically teaches the use of a spectrometer as a mechanism to facilitate the collection of such data.

Henry further provides produce recognition software (26) that uses such data "and identifies the produce item by comparing collected produce data with a library of produce recognition data 32."<sup>n</sup> Henry then provides a display (20) where the recognition results can be displayed to a user. Since this identification process may yield uncertain results, the display "identification information may include a candidate list of possible identities ranked in order of confidence level. If so, produce information management software 28 may request that the customer verify or select a correct identity from the list."<sup>o</sup>

Information is then provided to the user, or other actions taken as comport with the identification of the product item. For example, if the user presents a carrot, upon identifying the proffered object as being a carrot Henry's apparatus may assess a corresponding price and/or may offer nutrition information or carrot recipes.

<sup>m</sup> Column 2, lines 37-40.  
<sup>n</sup> Column 2, lines 51-54.  
<sup>o</sup> Column 5, lines 6-10.

Henry's teachings do not accommodate the identification of objects beyond objects that share a common object class; i.e., produce. For example, Henry's apparatus will not support the presentation of objects from other classes, such as a meat class, a dairy product class, a canned goods class, a beverage class, and so forth.

Furthermore, Henry's optional presentation of a list of candidate objects is just that – a list of candidate objects. All of the candidate objects so presented are part of a shared object class ("produce") and none of the candidates presented is, in and of itself, an object "class." Instead, Henry's objects are simply "objects" and not classes.

Such specificity well suits Henry's limited aims. For example, in order to provide accurate pricing or nutrition information regarding a specific item of produce, it is necessary and critical to identify the specific object itself; class information would serve no information in Henry's operational scenario. Merely knowing the class of the object is insufficient to such purposes, and consequently Henry must operate at the level of the object itself as versus the class of objects to which the object might belong.

The Examiner acknowledges that Bolles lacks teachings regarding the provision of a task menu that is specific to the object class selection, receiving a task selection from that task menu, and facilitating a task that is associated with that object based on the image and the task selection. The Examiner then suggests, however, that these shortcomings can be met through an obvious combination with Henry. More specifically, the Examiner argues that:

Henry teaches after identification of produce providing a task menu specific to the object (product), receiving a task selection from the at least one task menu and facilitating a task associated with the at least one object based on the image and the task selected. . . . It would have been obvious to one of ordinary skill in the art to modify the produce recognition system of Bolle to include providing a task menu specific to the object (produce) receiving a task selection from the at least one task menu and facilitating a task associated with the at least one object based on the image and the task selected as taught by Henry. One of ordinary skill in the art would have been motivated to make said modification in order to provide helpful information about produce items to a customer.”<sup>p</sup>

When making a combination of references pursuant to 35 U.S.C. 103(a), it is axiomatic that one may not simply pick and choose from amongst the disaggregated elements of the references themselves. Instead, it is understood that one skilled in the art will take the references

as a whole and not as a grab-bag of individual building blocks lacking any context. Here, the Examiner's suggestion that the suggested elements from Henry can be obviously combined with the teachings of Bolle to yield the recitations of the claims ignores the teachings and context of both references. With all due respect, the applicant posits that no suggestion exists in these references to justify picking and choosing from amongst their constituent elements to support selecting some teachings to employ and other associated teachings to ignore.

More particularly, it is certainly arguable as to whether Bolle in fact even discloses a menu that presents a plurality of object classes. Presuming, for the sake of argument, that Bolle's FIG. 16 and his corresponding text can indeed be so interpreted, making a selection from this "menu" is done for the sole purpose of further specifying the identification of a given object and leads directly to another screen (as is also shown clearly in that same FIG. 16) that presents candidate selections in that regard.

Claim 1, however, requires that a task menu then be provided in response to receipt of that object class selection. The Examiner argues that it would be obvious to take the so-called task menu teachings of Henry and combine Henry with Bolle such that the receipt of this object class selection will lead instead to Claim 1's task menu. This, however, utterly ignores Bolle's teachings and context. At this point in Bolle's process, the identity of the object *is not yet known*. The entire purpose of Bolle's so-called object class menu is to elicit a user response that will lead to a precise identification of the object in question. To modify Bolle at this point in his process, and to provide instead that the user be presented with an opportunity to receive "helpful information about produce items," is clearly, at the very least, premature. Even the Henry reference teaches that information about specific produce items is not offered until the produce item has been firmly identified.

The applicant therefore respectfully observes that one skilled in the art would be highly *disinclined* to make the combination being suggested by the Examiner. The only way one can pick and choose amongst these various teachings to make the suggested combination is to ignore the context and complete teachings of both references and to use the applicant's own present teachings as a guide to inform that combination. Such hindsight-based thinking, however, is of course prohibited when conducting an analysis under 35 U.S.C. 103(a).

These differences comprise a part of each of the three independent claims presented for examination. Claim 1 includes the recitations noted above, independent claim 12 includes the recitations, "to provide at least one task menu specific to the object class specification from the

menu, to provide at least one task menu specific to the object class selection, and to receive a task selection from the at least one task menu,” and independent claim 22 includes the recitations “providing at least one task menu specific to the object class selection, receiving a task selection from the at least one task menu, and facilitating a task associated with the at least one object based on the image and the task selection.” The applicant therefore respectfully submits that each of the independent claims is allowable over the references of record.

As a supplemental but important aside, it may be noted that Henry also fails to provide “at least one task menu specific to the object class selection” as specified and as is otherwise required by the other independent claims as well. While Henry teaches that various tasks may be accomplished with respect to a particular piece of recognized produce (such as providing recipe information, nutritional information, or the like), the *nature* of these tasks is not seen to vary with the selected objects themselves. That is, the user is essentially presented with a same set of task opportunities *regardless* of which object is recognized by Henry’s apparatus. To put it simply, Henry’s tasks are *not* specific to the object that is selected. Henry discloses only a more generic offering in this regard. This contrasts sharply with the applicant’s claims which specify, for example, provision of “at least one task menu *specific* to the object class selection.”<sup>q</sup>

The applicant therefore respectfully observes that the proposed combination of references also fails in this regard as well and provides yet another basis for allowability of the independent claims.

***Rejection under 35 U.S.C. 103(a)***

**Claims 3, 4, 8 – 10, 14, 15, 19 – 21, 24, 25, and 29 - 31**

These claims deal, in general, with specific object classes and the tasks that may specifically correspond thereto. For example, claim 3 states that one of the plurality of object classes specifically comprises a person class and that the corresponding task menu provides options regarding getting information about that person, contacting that person, and arranging an event with that person. The Examiner presents Slater as teaching image recognition techniques including content identification and argues that it would have been obvious to a person of ordinary skill in the art at the time the invention was made to modify the above-described combination of Bolle and Henry, in order to recognize scene objects via the object recognition

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<sup>q</sup> Claim 1, emphasis provided (with independent claims 12 and 22 containing a similar limitation).

data collector of Bolle and then provide the user with information (tasks) associated with the identified scene objects.

Here, again, the Examiner's suggestion ignores the full teachings and context of these references. Bolle, for example, teaches an image capture apparatus so environmentally sensitive that he recommends placing the object being imaged and the digital camera into a box during the image capture process. It is also clear that Henry teaches the provision of a relatively large non-portable apparatus. There is no suggestion regarding why a given practitioner might be motivated to lead a "person" to such devices, or to move such devices to a given "company" or "location," to permit corresponding recognition activity. The only teachings of record to suggest such usage are the applicant's teachings and those, of course, are unavailable to support such a combination.

With all due respect, the applicant posits that no suggestion exists in either of these prior art references to justify such selective picking and choosing from amongst their constituent elements as is required to support selecting specific teachings to employ and other integrated and associated teachings to ignore.

The applicant therefore respectfully submits that the rejection of these claims as being obvious in view of the prior art are not well founded and that these claims may also be passed to allowance.

**(8) Claims Appendix**

1. A method comprising:  
capturing an image of at least one object;  
providing a menu of a plurality of object classes;  
receiving an object class selection from the menu;  
providing at least one task menu specific to the object class selection;  
receiving a task selection from the at least one task menu; and  
facilitating a task associated with the at least one object based on the image and the task selection.
2. The method of claim 1 wherein the plurality of object classes includes a person class, a product class, a company class, a location class and an event class.
3. The method of claim 1 wherein the at least one object comprises a person, wherein the plurality of object classes comprises a person class, wherein the object class selection comprises the person class, and wherein the at least one task menu provides an option to get information about the person, an option to contact the person and an option to arrange an event with the person.
4. The method of claim 3 wherein the at least one task menu further provides an option to send an e-mail to the person, an option to send physical mail to the person, an option to place a telephone call to the person, and an option to place a video call to the person.
5. The method of claim 1 wherein the at least one object comprises a product, wherein the plurality of object classes comprises a product class, wherein the object class selection comprises the product class, and wherein the at least one task menu provides an option to get information about the product, and an option to purchase the product.
6. The method of claim 5 wherein the at least one task menu further provides an option to view a demonstration of the product, an option to view a set of features of the product, an option to learn how to use the product, an option to learn how to repair the product, an option to replenish a supply for the product, an option to return the product, an option to order an accessory

for the product, an option to register a warranty for the product, an option to insure the product, an option of provide feedback for the product, an option to dispose the product, an option to contact customer service for the product and an option to contact a manufacturer of the product.

7. The method of claim 5 wherein the at least one task menu further provides an option to purchase the product from a dealer, an option to purchase the product from another source, an option to schedule delivery of the product being purchased, and an option to arrange payment for the product being purchased.

8. The method of claim 1 wherein the at least one object is associated with a company, wherein the plurality of object classes comprises a company class, wherein the object class selection comprises the company class, and wherein the at least one task menu provides an option to schedule service from the company, an option to get job employment information for the company, an option to purchase stock in the company, an option to provide feedback to the company and an option to pay an invoice to the company.

9. The method of claim 1 wherein the at least one object is associated with a location, wherein the plurality of object classes comprises a location class, wherein the object class selection comprises the location class, and wherein the at least one task menu provides an option to arrange a visit to the location, an option to get historical information about the location, an option to get at least one picture of the location, an option to get a postcard of the location and an option to get travel information to the location.

10. The method of claim 1 wherein the at least one object is associated with an event, wherein the plurality of object classes comprises an event class, wherein the object class selection comprises the event class, and wherein the at least one task menu provides an option to obtain information associated with the event, an option to order a ticket to the event and an option to make a reservation.

11. The method of claim 1 wherein said facilitating the task comprises recognizing the at least one object in the image.



12. An apparatus comprising:
  - a digital camera to capture an image of at least one object;
  - a user interface comprising a display device and a user input interface, the user interface to provide a menu of a plurality of object classes, to receive an object class selection from the menu, to provide at least one task menu specific to the object class selection, and to receive a task selection from the at least one task menu;
  - a transceiver to communicate via a computer network; and
  - a processor which cooperates with the digital camera, the user interface and the transceiver to assist in facilitating a task via the computer network based on the image and the task selection, the task being associated with the at least one object.
13. The apparatus of claim 12 wherein the plurality of object classes includes a person class, a product class, a company class, a location class and an event class.
14. The apparatus of claim 12 wherein the at least one object comprises a person, wherein the plurality of object classes comprises a person class, wherein the object class selection comprises the person class, and wherein the at least one task menu provides an option to get information about the person, an option to contact the person and an option to arrange an event with the person.
15. The apparatus of claim 14 wherein the at least one task menu further provides an option to send an e-mail to the person, an option to send physical mail to the person, an option to place a telephone call to the person, and an option to place a video call to the person.
16. The apparatus of claim 12 wherein the at least one object comprises a product, wherein the plurality of object classes comprises a product class, wherein the object class selection comprises the product class, and wherein the at least one task menu provides an option to get information about the product, and an option to purchase the product.
17. The apparatus of claim 16 wherein the at least one task menu further provides an option to view a demonstration of the product, an option to view a set of features of the product, an option to learn how to use the product, an option to learn how to repair the product, an option to

replenish a supply for the product, an option to return the product, an option to order an accessory for the product, an option to register a warranty for the product, an option to insure the product, an option of provide feedback for the product, an option to dispose the product, an option to contact customer service for the product and an option to contact a manufacturer of the product.

18. The apparatus of claim 16 wherein the at least one task menu further provides an option to purchase the product from a dealer, an option to purchase the product from another source, an option to schedule delivery of the product being purchased, and an option to arrange payment for the product being purchased.

19. The apparatus of claim 12 wherein the at least one object is associated with a company, wherein the plurality of object classes comprises a company class, wherein the object class selection comprises the company class, and wherein the at least one task menu provides an option to schedule service from the company, an option to get job employment information for the company, an option to purchase stock in the company, an option to provide feedback to the company and an option to pay an invoice to the company.

20. The apparatus of claim 12 wherein the at least one object is associated with a location, wherein the plurality of object classes comprises a location class, wherein the object class selection comprises the location class, and wherein the at least one task menu provides an option to arrange a visit to the location, an option to get historical information about the location, an option to get at least one picture of the location, an option to get a postcard of the location and an option to get travel information to the location.

21. The apparatus of claim 12 wherein the at least one object is associated with an event, wherein the plurality of object classes comprises an event class, wherein the object class selection comprises the event class, and wherein the at least one task menu provides an option to obtain information associated with the event, an option to order a ticket to the event and an option to make a reservation.

22. A computer-readable medium comprising computer-readable content to direct a computer system having a digital camera to perform acts of:

capturing an image of at least one object;  
providing a menu of a plurality of object classes;  
receiving an object class selection from the menu;  
providing at least one task menu specific to the  
object class selection;  
receiving a task selection from the at least one task menu; and  
facilitating a task associated with the at least one object based on the image and the task  
selection.

23. The computer-readable medium of claim 22 wherein the plurality of object classes includes a person class, a product class, a company class, a location class and an event class.

24. The computer-readable medium of claim 22 wherein the at least one object comprises a person, wherein the plurality of object classes comprises a person class, wherein the object class selection comprises the person class, and wherein the at least one task menu provides an option to get information about the person, an option to contact the person and an option to arrange an event with the person.

25. The computer-readable medium of claim 24 wherein the at least one task menu further provides an option to send an e-mail to the person, an option to send physical mail to the person, an option to place a telephone call to the person, and an option to place a video call to the person.

26. The computer-readable medium of claim 22 wherein the at least one object comprises a product, wherein the plurality of object classes comprises a product class, wherein the object class selection comprises the product class, and wherein the at least one task menu provides an option to get information about the product, and an option to purchase the product.

27. The computer-readable medium of claim 26 wherein the at least one task menu further provides an option to view a demonstration of the product, an option to view a set of features of the product, an option to learn how to use the product, an option to learn how to repair the product, an option to replenish a supply for the product, an option to return the product, an option to order an accessory for the product, an option to register a warranty for the product, an option to

insure the product, an option of provide feedback for the product, an option to dispose the product, an option to contact customer service for the product and an option to contact a manufacturer of the product.

28. The computer-readable medium of claim 26 wherein the at least one task menu further provides an option to purchase the product from a dealer, an option to purchase the product from another source, an option to schedule delivery of the product being purchased, and an option to arrange payment for the product being purchased.

29. The computer-readable medium of claim 22 wherein the at least one object is associated with a company, wherein the plurality of object classes comprises a company class, wherein the object class selection comprises the company class, and wherein the at least one task menu provides an option to schedule service from the company, an option to get job employment information for the company, an option to purchase stock in the company, an option to provide feedback to the company and an option to pay an invoice to the company.

30. The computer-readable medium of claim 22 wherein the at least one object is associated with a location, wherein the plurality of object classes comprises a location class, wherein the object class selection comprises the location class, and wherein the at least one task menu provides an option to arrange a visit to the location, an option to get historical information about the location, an option to get at least one picture of the location, an option to get a postcard of the location and an option to get travel information to the location.

31. The computer-readable medium of claim 22 wherein the at least one object is associated with an event, wherein the plurality of object classes comprises an event class, wherein the object class selection comprises the event class, and wherein the at least one task menu provides an option to obtain information associated with the event, an option to order a ticket to the event and an option to make a reservation.

32. The computer-readable medium of claim 22 wherein said facilitating the task comprises recognizing the at least one object in the image.

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**(9) Evidence Appendix**


Not applicable.

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**(10) Related Proceeding Appendix**

Not applicable.

Respectfully submitted,

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